

Amendments to the Specification:

Please replace the abstract at page 39 with the following amended abstract:

The usefulness, and consequently the performance, of advertisements are improved by allowing advertisers to better target their ads to a responsive audience. For example, end user local time information may be used in a relevancy determination of an ad. As another example, end user local time information may be used in an attribute (e.g., position) arbitration. Such end user local time information may be associated with price information, such as a maximum price bid. Such end user local time information may be associated with ad performance information. Ad performance information may be tracked on the basis of end user local time information. The content of an ad creative, and/or of a landing page may be selected and/or modified using end user local time information.